

## ABSTRACT OF THE DISCLOSURE

A character display apparatus includes: a display device having a plurality of pixels; and a control section for controlling the display device, wherein each of the plurality of pixels includes a plurality of sub-pixels, one of a plurality of color elements being pre-assigned to each of the plurality of sub-pixels; the control section: acquires a first bit map which represents a basic portion of a character, performs predetermined conversion of the first bit map so as to generate a second bit map which represents a basic portion of an italic character, and sets the intensity of a color element of at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined value so as to display the italic character on the display device; dots which form each of the first and second bit maps correspond to the plurality of sub-pixels in a one-to-one manner.